

Historic, Archive Document

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1941



We present our four-color photograph of JUMBO MASTODON PANSIES selected from our seed fields, actual size.

Lest You Forget! We are originators of Mastodon Pansies, and any seed offered as "Mastodon" is not genuine unless grown in our gardens.

Steele's Pansy Gardens

SINCE 1893

E. J. STEELE,
Manager

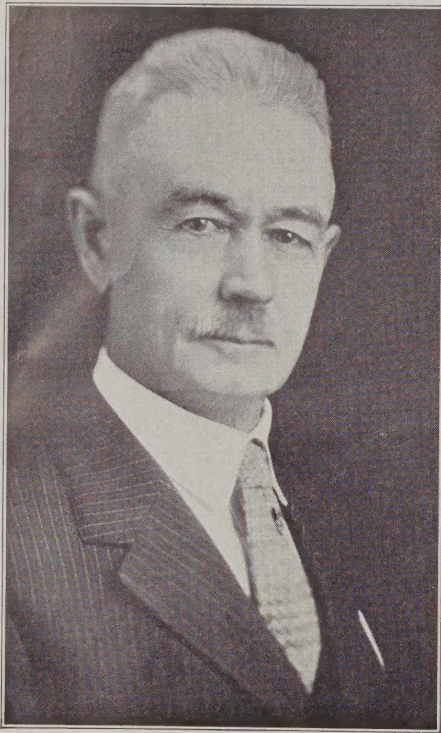
M. I. STEELE,
Secretary

ISABELLE STEELE LAYMAN,
Auditor

DONALD M. STEELE,
Production Manager and
Supt. Test Gardens.

Powell Boulevard at S. E. 42nd Avenue, Portland, Oregon, U. S. A.

1. Free with each order of \$2.50 or more we will mail, postpaid, our beautiful four-color pansy poster—painting of five grand flowers, by Miss Winifred Walker, official artist of the Royal Horticultural Society of London.
 - 2 Or, to anyone, we will mail prepaid same, unmounted—no advertising—at per copy, 25c. Stamps O. K.
- Air Mail Orders from Atlantic States Reach Us in 20 Hours. On Air Mail Orders Add 6 cents per oz.*



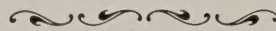
E. J. STEELE

WE ARE all sold on the gigantic size, beauty and outstanding quality of Turner mums, King Alfred daffodils, Laddie Carnations, or American Beauty roses, but we do not all know as yet that mastodon Jumbo pansies belong in the above class of Floral Aristocrats!

Ten years ago we knew its class and now thousands know because they have seen them grow. "Seeing is believing!" As originators of Jumbos we want you to see them grow; preferably in our gardens, in your gardens, or in anybody's gardens. Quality always commands attention interest and builds desire. Super quality in flowers is what charms the lover of flowers and creates the ambition to produce the best that money can buy.

So it is that Jumbo is a "top hat" strain built up to please the "top hat" customer but originated by a real dirt farmer.

Come and see them in all their glory now and if you come early you'll find them in bloom ahead of nearly all other strains.



Preparing Bed for Germinating Seed

1. Have your soil clean and pulverized to a depth of six or more inches.
2. On the level surface spread evenly a layer of pulverized manure, compost preferred, to depth of at least one inch.
3. Overlay manure with half inch of the best soil you have, thoroughly pulverized.
4. Rake down and tamp surface true and smooth.
5. Soak down the bed several inches.
6. Sow in drills or broadcast—drills are better.
7. Cover as lightly as possible with your best soil or sand, mixed 50-50 with peat moss.
8. Use spray of water to moisten surface, after light burlap cover is on.
9. Allowing plenty of ventilation, keep your beds moist, quite moist, but not soaking wet, until plants come up.

We use cheapest grade of burlap to retain moisture. As soon as plants begin to come through freely we remove burlap permanently, and sift tops of beds with thin layer of peat moss. To avoid damping off, water young seedlings **VERY SPARINGLY**.

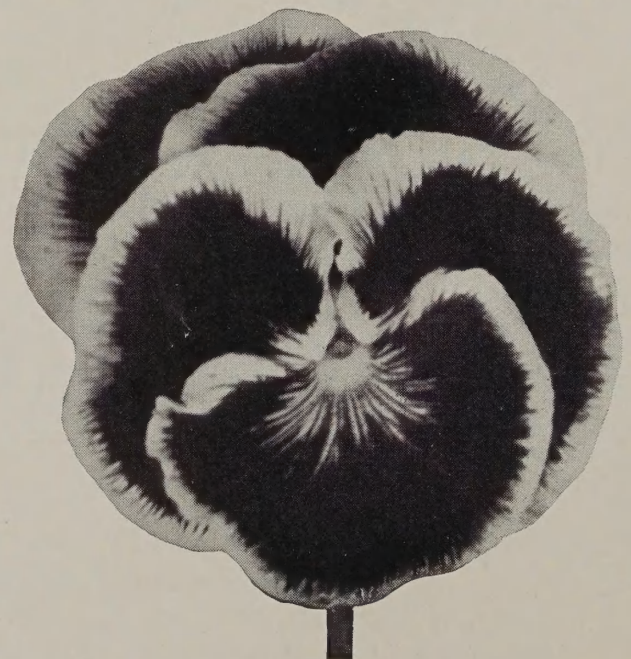
Never allow your beds to become dry. Any dryness after seeds sprout is absolutely fatal. These directions are for sowing in the open field, but will apply when using flats or cold frames. **WE USE 125 TO 150 SQUARE FEET TO SOW AN OUNCE OF SEED BROADCAST.**

CAUTION — Alternate your pansy crop with some other crop.

THE UNUSUALLY HIGH GERMINATING QUALITIES OF STEELE'S MASTODON PANSY SEED is a revelation to all extensive growers who use our stock.

E. J. Steele
Manager

Owing to uniformity required in producing separate colors, the average size is not equal to the types of flowers found in our mixtures. We strongly advise mixtures for your main crop, and you save money thereby.



One of "Bud's" Mastodons

— 1941 —

STEELE'S PANSY GARDENS

PORTLAND, OREGON, U. S. A.



DONALD M. STEELE

HOWDY FOLKS:

Spring is the season for flower shows so why not drop around for our own display and be a judge yourself. If you come in April, early in the season you may be in time to see the largest blooms of the year. If you prefer to wait a few weeks you will get in when the widest range of color shows, May or June.

If you are partial to Jumbos you will like our new hybrids, of immense size and colors you have never seen before. For instance, there is a periwinkle blue, delicately tinted at the top of the upper petals and gradually deepening to brilliant violet at the base of the lower petal and in contrast two brilliant spots of orange yellow at the center.

The ladies go for the orchid tones and our jumbo beds are full of these. Some of our visitors admire the light blue fluted edges of the more delicately tinted ones while others prefer the pink shades. A striking type is shown in our new color plate. We call this a copper Jumbo and it is a great favorite of our own staff as well as many of our customers. There are so many variations of this type in the strain that it may be said to be a typical Jumbo hybrid. During the past few years we have paid special attention to the bronze types and the results have more than justified our efforts to improve on size and color. Many show a smoky blue fluted edge while some shade into salmon tones or deepen into rich brown with a violet hue which defies description.

The high light of the Jumbo strain, however, is the huge yellow, favorite of the true pansy fan. The self with only a few sunburst rays is found in every tone of yellow from the soft creamy pastel yellow to the brilliant gold and the blotched form is as often seen and in equally wide variation of color. Only white is missing from the Jumbo strain for every color is found in profusion, red, fine light blues, velvety purples, and every combination of color that our friend the bumble bee can mix on his palette.

For brilliant reds and three-tone hybrids you can't go wrong on Super Swiss "400" mixed. This strain has been receiving a great deal of attention in our gardens over a period of more than ten years and it contains the finest color range we can produce by painstaking selection and hybridization. All inferior types have long since been rogued out and nothing but the most perfect and largest blooming stock reserved. This strain is a companion to the Jumbo strain and has been developed especially to complement the color range of that variety, and the size is almost equal to that of Jumbo.

We tell our customers they will be better satisfied if they buy pansies in mixture, using only a limited quantity of separate colors if they are partial to some special coloring or type. These cheerful little fellows are fond of company, true cosmopolitans. They resent being separated into stiff little rows of purple or red and show a strong tendency to revert to type. The true lover of pansies likes the gorgeous display he may have from a bed of mixed colors and if every bloom shows some variation in its complexion he feels that nothing is lacking for his enjoyment unless it might be more space to have more colors and more funny little faces to greet him as he walks by.

And for a couple of hot tips to get that expert touch on your pansy display we will say that a smaller amount of fertilizer at shorter intervals will give much better results than a great deal piled on a few times during the growing season. We have also found that pansies respond to winter and spring cultivation with amazing results. In short, pansies need lots of care and cultivation and they respond with a display of beauty which will reward your efforts a thousand times over.

Don't forget! Highway No. 99E. Come this year, sure.

Donald M. Steele

STEELE'S PANSY GARDENS



No. 1 Diener's Ruffled Monsters in 3-inch pots, 12 weeks after sowing

DIENER'S PETUNIAS

Over eight thousand florists raised our Petunias last year and we have heard nothing but praise of their high quality. All of our seed bearers are first raised in 3-inch pots and must conform to the type you see in the accompanying picture of this catalog. This makes the producing of the seeds more expensive, but results in the high quality of our seeds. Every plant is dwarf and stocky, no pinching or staking necessary and they sell at sight. Over 500 seeds per trade packet.

Ruffled Monster Type (Single)

No.	Average about 90% true	Tr. Pkt.
1. PINK	—Strongly veined center. Flowers 6 to 8 inches in diameter. One of the largest in existence	\$0.50
5. RED WITH BLACK CENTER50
7. RED and WHITE	variegated. Immense size. Large yellow center.....	.50
10. SALMON ROSE	—Light veined center, 5 to 6 inches. Very beautiful.....	.50
13. HELIOTROPE	— A pinkish mauve. 5 to 6 inches in diameter. Deeper veined center. Brighter than No. 20.....	.50
41. COPPER RED	—Smoky center 5 to 6 inches. One of finest petunias in existence.....	.50
45. SANTA BARBARA	—Single. Clean flame rose without a trace of purple. Very large flowers and continually in bloom.....	.50

Other Varieties of Smaller Size (Sgle.)

No.	Tr. Pkt.	
9. PEARL OF KENTFIELD (THEODOSIA)	— Deep rose pink. Medium size with edges heavily frilled. Very good for pot plants and bedding	\$0.50
11. DIENER'S ELK'S PURPLE	—Very fine.....	.25
16. WHITE BEAUTY	— Single, heavily fringed, about 4 inches. Snow white, semi-dwarf.....	.25

Mixed Petunia Types

38. DOUBLE RUFFLED MONSTERS MIXED	— Same colors and sizes as single Ruffled Monsters, but double. Bring enormous flowers. Excellent for 4 or 5-inch pots or bedding. Average amount of double varieties in this mixture is 50%	1.00
47. Jumbo Mixture of Ruffled Monster Petunias	— A selection of only the very largest and most outstanding colors of these giant Petunias... ..	1.00

One packet each of any 10 varieties—Price \$5.50.

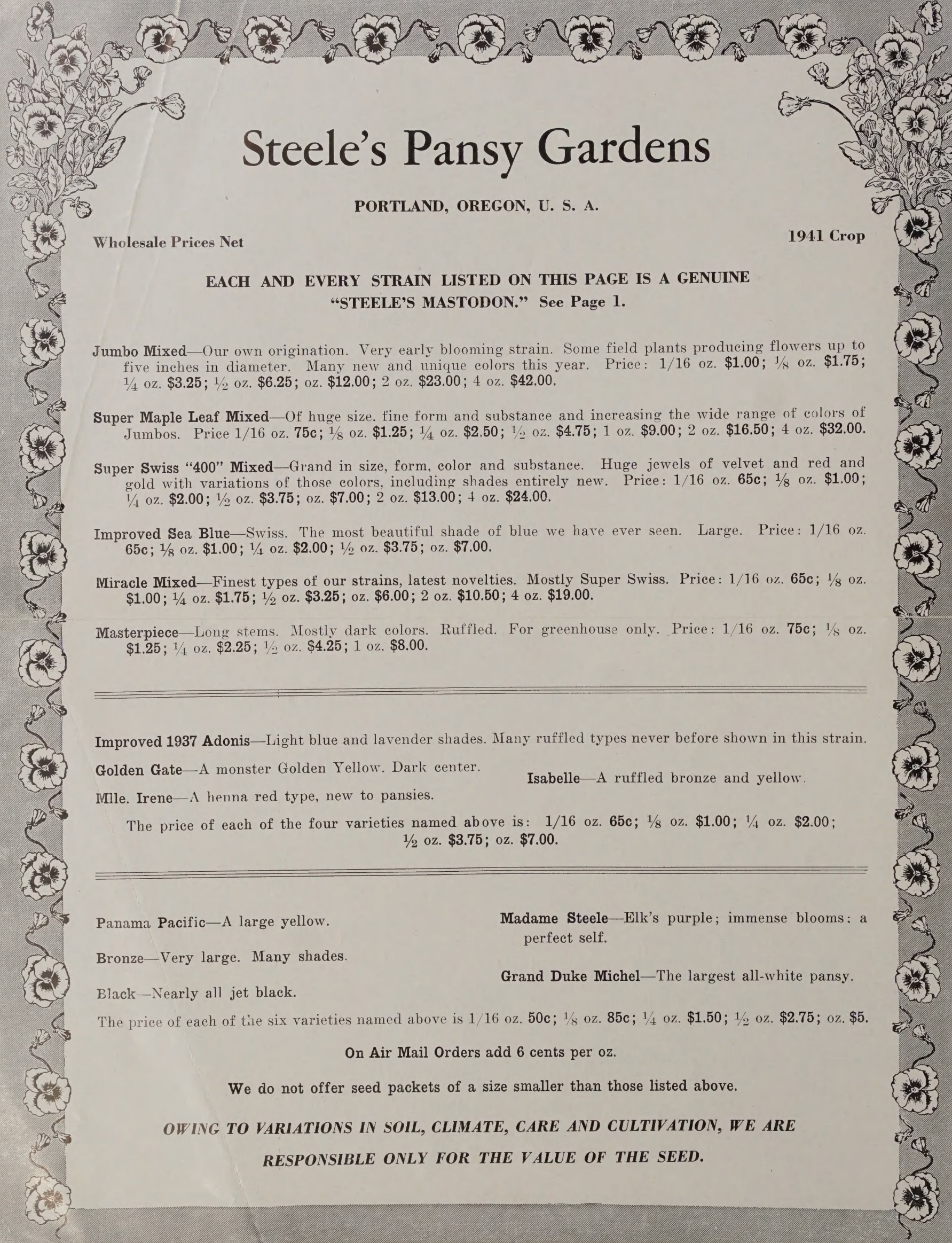
PANSY—STEELE'S MASTODON

Novelties in three separate colors, red, white and blue.

"Gorgeous"—The finest all red strain we have ever seen since 1893. A three years test. Price: 1/16 oz. \$1.00.

Fluffy Ruffles (1939 Novelty)—A mutation from Grand Duke Michel, not quite so large but exquisitely ruffled. Price: 1/16 oz. \$1.00; 1/8 oz. \$1.75; 1/4 oz. \$3.25; 1/2 oz. \$6.25; oz. \$12.00.

Jumbo Beaconsfield (1939 Novelty) — A greatly improved true Beaconsfield type. Upper petals lavender tinge, lower petals violet shades. Price: 1/16 oz. 65c; 1/8 oz. \$1.00; 1/4 oz. \$2.00; 1/2 oz. \$3.75; oz. \$7.00.



Steele's Pansy Gardens

PORTLAND, OREGON, U. S. A.

Wholesale Prices Net

1941 Crop

**EACH AND EVERY STRAIN LISTED ON THIS PAGE IS A GENUINE
"STEELE'S MASTODON." See Page 1.**

Jumbo Mixed—Our own origination. Very early blooming strain. Some field plants producing flowers up to five inches in diameter. Many new and unique colors this year. Price: 1/16 oz. \$1.00; 1/8 oz. \$1.75; 1/4 oz. \$3.25; 1/2 oz. \$6.25; oz. \$12.00; 2 oz. \$23.00; 4 oz. \$42.00.

Super Maple Leaf Mixed—Of huge size, fine form and substance and increasing the wide range of colors of Jumbos. Price 1/16 oz. 75c; 1/8 oz. \$1.25; 1/4 oz. \$2.50; 1/2 oz. \$4.75; 1 oz. \$9.00; 2 oz. \$16.50; 4 oz. \$32.00.

Super Swiss "400" Mixed—Grand in size, form, color and substance. Huge jewels of velvet and red and gold with variations of those colors, including shades entirely new. Price: 1/16 oz. 65c; 1/8 oz. \$1.00; 1/4 oz. \$2.00; 1/2 oz. \$3.75; oz. \$7.00; 2 oz. \$13.00; 4 oz. \$24.00.

Improved Sea Blue—Swiss. The most beautiful shade of blue we have ever seen. Large. Price: 1/16 oz. 65c; 1/8 oz. \$1.00; 1/4 oz. \$2.00; 1/2 oz. \$3.75; oz. \$7.00.

Miracle Mixed—Finest types of our strains, latest novelties. Mostly Super Swiss. Price: 1/16 oz. 65c; 1/8 oz. \$1.00; 1/4 oz. \$1.75; 1/2 oz. \$3.25; oz. \$6.00; 2 oz. \$10.50; 4 oz. \$19.00.

Masterpiece—Long stems. Mostly dark colors. Ruffled. For greenhouse only. Price: 1/16 oz. 75c; 1/8 oz. \$1.25; 1/4 oz. \$2.25; 1/2 oz. \$4.25; 1 oz. \$8.00.

Improved 1937 Adonis—Light blue and lavender shades. Many ruffled types never before shown in this strain.

Golden Gate—A monster Golden Yellow. Dark center.

Isabelle—A ruffled bronze and yellow.

Mlle. Irene—A henna red type, new to pansies.

The price of each of the four varieties named above is: 1/16 oz. 65c; 1/8 oz. \$1.00; 1/4 oz. \$2.00; 1/2 oz. \$3.75; oz. \$7.00.

Panama Pacific—A large yellow.

Madame Steele—Elk's purple; immense blooms: a perfect self.

Bronze—Very large. Many shades.

Grand Duke Michel—The largest all-white pansy.

Black—Nearly all jet black.

The price of each of the six varieties named above is 1/16 oz. 50c; 1/8 oz. 85c; 1/4 oz. \$1.50; 1/2 oz. \$2.75; oz. \$5.

On Air Mail Orders add 6 cents per oz.

We do not offer seed packets of a size smaller than those listed above.

**OWING TO VARIATIONS IN SOIL, CLIMATE, CARE AND CULTIVATION, WE ARE
RESPONSIBLE ONLY FOR THE VALUE OF THE SEED.**